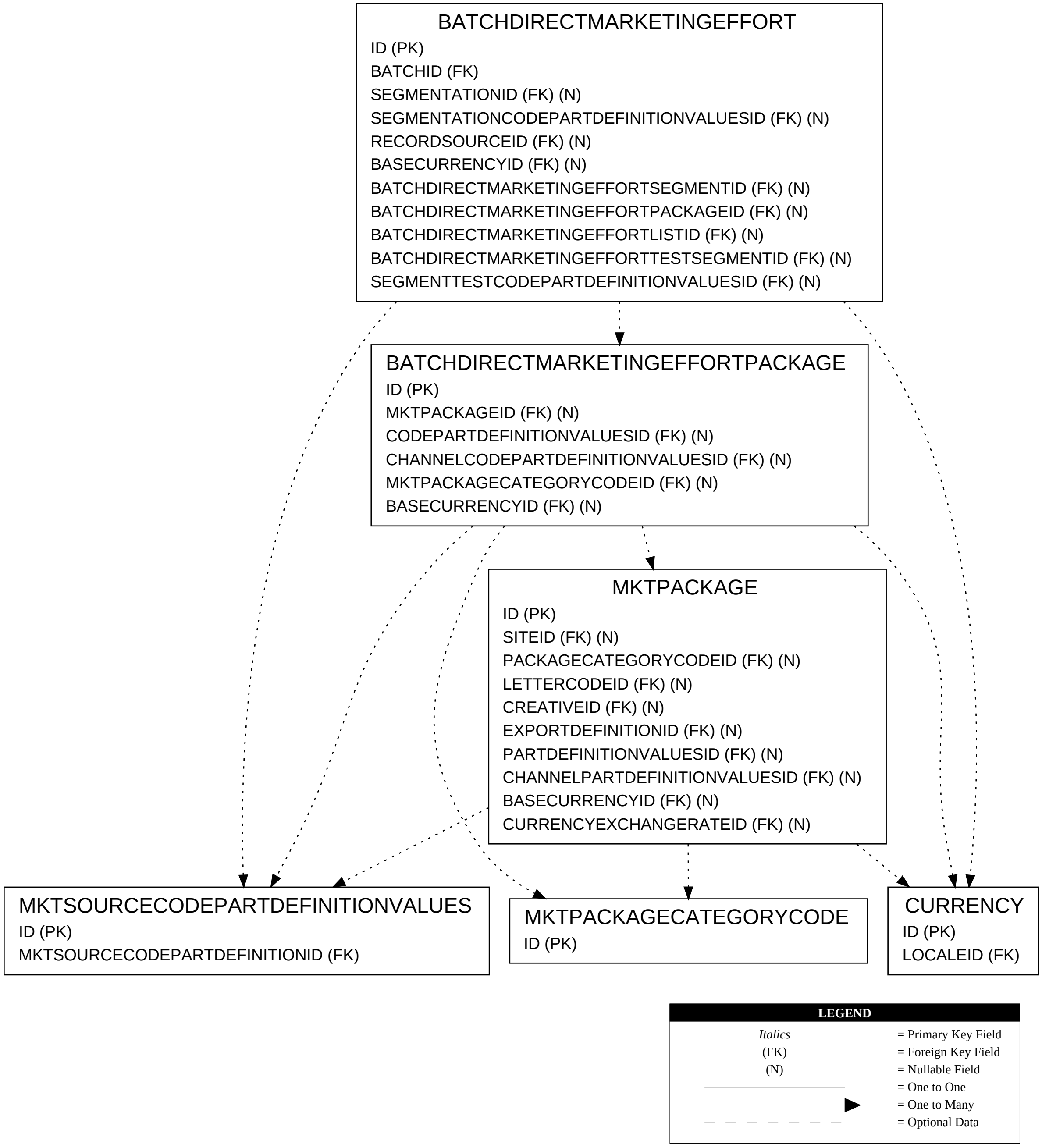BATCHDIRECTMARKETINGEFFORTPACKAGE